

VOLVO 1990



WHERE YOUR MONEY GOES.

At Volvo, we didn't just discover safety. Our concern for your well being predates not just other automakers, but many governments as well. The ad below first appeared in 1973; the other in 1987.



SAFETY

Since 1944, Volvo has introduced a remarkable 48 safety features; and numerous other safety-related components have

side members aid in the reduction of "body bending". The framework surrounding the passenger compartment – known as the "safety cage" – is a structure of remarkable durability. Box-type profiles



▲ This crash test of a Volvo 140 sedan dates back to the mid 1960's.

evolved from our many years of research. Three decades after Volvo developed it, the three-point seat belt remains the single most effective means of passenger restraint yet devised. Our collapsible steering column offers several stages of protection, each geared to a specific measure of crash impact. Volvo developed special high-strength tubular steel bars to help reinforce the doors during side collisions. The front and rear of each Volvo are designed to function as "crumple zones," and reinforced

reinforce all the body apertures, including those in the roof, which add structural reinforcement.

Another crash safety feature is Volvo's Supplemental Restraint System (SRS) – the air bag. Used in combination with the three-point belt, SRS has been found to reduce the chances of a fatal accident by 45-55 percent.* This year, moreover, SRS is a standard feature on all Volvos** a demonstration of commitment of which we remain particularly proud.

For many years, Volvo has taken a twofold approach to passenger safety. Passive, or crash safety involves the absorption of collision forces in a controlled or gradual manner.



▲ Thirty years after Volvo developed and patented it, the three-point seat belt remains the single most effective means of passenger restraint yet devised.

*The Volvo SRS is designed to deploy only during front and front angular collisions at speeds equal to or greater than the force created by a vehicle crashing at approximately 12 MPH (19.3 km/h) into a fixed barrier.

**Optional in Canada.

Dynamic safety seeks to improve a car's responses during difficult or abnormal driving situations, for precise, predictable handling.

The process begins at Volvo's Crash Safety Laboratory in Gothenburg, where a staff of fifty researchers and engineers crash as many as seventy Volvos yearly. These are supplemented by an additional 450 individual component tests. The final stage of the safety process – the follow-up – is left to Volvo's Traffic Accident Investigation Team. In 1970, we became the first European car manufacturer to develop and deploy such a unit; since then, the team has



▲ Tubular steel bars in the front and rear doors help provide protection during side collisions. They are securely braced by a patented Volvo design.

At the crash safety laboratory, each crash yields roughly 20,000 pieces of information drawn from accelerometers, force sensors, and elongation gauges.



investigated and statistically processed over 13,000 road accidents of all kinds. The resulting information has helped in the development of new and significant safety features, and the refinement of existing ones.

Volvo's efforts regarding dynamic safety focus on the suspension and wheels, the steering mechanism, and the brakes: the chassis characteristics that influence a car's dynamic properties.

All Volvos feature the MacPherson strut front suspension unit, which optimizes ride comfort and handling precision without loss of "road feel". For the 240s, Volvo chose a live rear axle design, for its easy interaction with the suspension's other components; the system is characterized by constant wheel-to-wheel tracking and constant ground clearance. All 740 sedans and wagons, and the 760 Turbo wagon, benefit from



▲ The collapsible steering column and wheel are designed to provide several stages of protection. Each stage helps provide protection from injury at increasing levels of impact severity.

Volvo's rear Constant Track Suspension. Each of the suspension's functions is handled by a separate component, better enabling it to neutralize lateral sway, vertical travel and body roll; there's also a special subframe, designed to lessen the transmission of road noise and vibration to the body – and to you. The low, unsprung weight of

our multilink independent rear suspension characterizes the 760 and 780 sedans. Each rear wheel is suspended independently by upper and lower links, a support arm and a track rod. The resulting predictable handling – and the smooth, comfortable ride – never flag, regardless of road surface.

Low friction, high precision – these characterize Volvo's rack and pinion, power-assisted steering system. Regardless of the operating situation, the system's entire reaction time has been engineered for constancy and predictability.

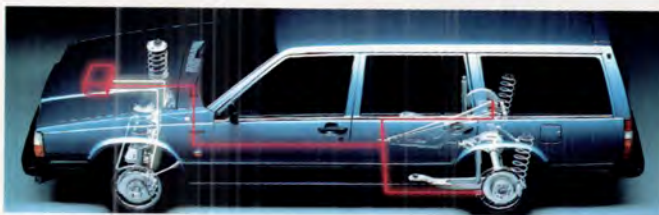
▼ Volvo's supplemental restraint system, SRS, is now standard on all Volvo models.



The core of Volvo's four wheel disc braking system is formed by a triangular-split, dual circuit design. Three wheels – both front and one rear – are incorporated into each of the car's twin braking circuits. Thus eighty percent of the car's braking capacity remains intact if one circuit should fail.

Anti-lock brakes (ABS), featured on some models, aid in the maintenance of critical braking control by helping to prevent wheel lockup. No matter how hard or fast the brake pedal is depressed, the system is

With Volvo's dual triangular split brake system and stepped bore master cylinder you'll still retain about 80% of full braking force with one circuit out (top). Anti-lock brakes (ABS) help maintain directional control during hard or hazardous braking (below).



designed to automatically regulate the hydraulic pressure reaching the front and rear brakes.

In recognition of our achievements, Volvo has received numerous international safety awards, and helped set standards for automotive safety – within the industry, and for



governments seeking to set legislative guidelines as well. Yet we continue to regard all safety research as part of an ongoing process. There is, we believe, no better means of expressing our commitment to automotive safety – and to those who drive our cars.

Front and rear crumple zones help absorb and neutralize collision forces before they reach the passenger compartment.

*Zincrometal® is a registered trademark of Diamond Shamrock Corporation



◀ Dynamic safety...designing your Volvo so that it reacts and behaves consistently...no matter what the driving situation is.

protect the wear surfaces of the rear wheel housings. And a rustproofing oil, applied to the underside of the engine compartment, provides an extra protective measure.

Unnecessary folds and enclosures have been eliminated from body designs, to minimize the buildup of hidden – and unremovable – moisture and dirt. The doorsills feature slipstream ventilation, to help prevent moisture accumulation in the doors and the air intake – regions highly susceptible to rust.

The exhaust system has been partially aluminized; special copper alloy brake lines prove much stronger than pure copper, as well as being corrosion-resistant. Salt spray and road dirt are warded off by a plastic splash guard, mounted beneath the engine compartment.

The paint and paint process both contribute to body longevity.

DURABILITY

A number of Volvo's durability-related efforts evolve from the demands of normal wear and tear. The strength of the body is such that each individual spot weld can support the car's full weight. The entire car, moreover, benefits from unitized construction, in which the frame and body shell form a single, integrated unit. The result is a stiff, strong compartment, which minimizes twisting and shock, and guards against the onset of squeaks and rattles.

It is, however, rust that ultimately finishes off most automobiles.



We've devised a variety of successful methods of ameliorating the problem.

Much of a Volvo's body is constructed of a material known as Zincrometal* – sheet steel treated with a zinc-rich primer, then baked. The zinc coating is "self-healing," so that any minor damage is quickly covered over by the surrounding metal alloy.

A special abrasive-resistant paint coats the floor beneath the front and rear wheel housings. A thick asphalt compound is then applied. A so-called "armed" bitumen coating is used to help



Car bodies are normally subjected to considerable road vibration, resonance, and twisting. Volvo bodies are purposely made very stiff. Strong cross members in the floor and box-shaped steel profiles are incorporated into the body structure.



Zinc welding primer is applied to critical joints prior to assembly; a caulking compound, added during assembly, provides further protection. A zinc phosphate spray follows, for better paint adherence. An electro-dip primer bath is next; then oven-baking, sanding and inspection. A wet-on-wet application of special abrasion-resistant paint – to the bottom rails, the bottom of the floor, and the area behind the rear wheels – follows next. The lower half of the doors, door sills, rocker panels, and sheet metal below the beltline are sprayed

The underside of every Volvo receives a variety of protective coatings, from abrasive polymer paints to special asphalt compounds. ▶

with layers of wet-on-wet sealer – four coats above the beltline, five below. The process ends with the application of a top coat, and a clear coat to metallics.



Volvo's orthopedically designed seats are world famous...and justifiably so. Volvo's front seats are constructed to retain their shape as well as their flexibility and to remain comfortable while providing back, lateral, and thigh support.

COMFORT

The most important comfort-related location in a car is unquestionably the driver's seat. Volvo's driver's seat, constructed to retain both its shape and flexibility, provides near-perfect support to the entire body – regardless of the length or difficulty of a journey.

In the series 700 sedans and wagons, the driver's seat remains adjustable in eight different ways; on some models, adjustments may be effected electronically. The 240s feature

front seats with manually adjustable legroom, seat height and backrest positions; there's also a special lumbar support. What's more, in cold weather, thermostatically-controlled heating elements can automatically warm the cushions and backrests of both front seats, turning off when the temperature's comfortable.

All Volvos feature a diverse array of comfort-related amenities. Driver controls are set on the steering column, within a finger's reach. Auxiliary controls for Volvo's comfort and safety systems remain grouped together, for easy access. There's also an abundance of interior storage space, distributed throughout the passenger compartment. In the sedans, the trunk is deep, with a flat floor, to maximize usable storage space. Split rear seats in the 700 series wagons enable





◀ A user-friendly interior that has been designed to maximize visibility and availability of all critical gauges and controls.

you to fold down only part of the seat; releases are located on the outside, for convenience; rear seat cushions are removable as well. There's a high-capacity Electronic Climate Control (ECC) system in the 760s and 780s; a manual air conditioner and powerful heating unit remain standard on all 240s and 740s.*

**Air conditioning optional on 240s in U.S.; 240 DL and 740 in Canada.*

Volvo's engineers have narrowed roof pillars and provided generous expanses of glass in both sedans and wagons, for 90 percent visibility. All windows are tinted; a tint band at the windscreen's top offers extra protection against glare. Dual mirrors incorporate lightly tinted glass, designed to reflect light selectively.

Part of comfort is versatility, and the flexibility of Volvo's station wagon interiors enable you to arrange your loads in ways that suit your needs.



QUALITY

Volvo maintains six manufacturing and assembly plants, in Sweden, Belgium, Nova Scotia and Italy. Each represents an attempt to blend the very latest in state-of-the-art production technology with the traditions of hands-on craftsmanship. Moreover, Volvo remains committed to a quality working environment as well as a quality product. The Kalmar production facility, opened in 1974, represents the fullest synthesis of all these ambitions.

Kalmar stands as one of the most advanced automotive production facilities in existence. Its mobile assembly platform system enables a car to be moved from place to place throughout the plant, without an assembly line to dictate the rate and quality of production.

Kalmar's design enables Volvo to maintain the atmosphere and conditions of a small workshop within the hull of a large, modern, fully automated plant.

Because they're located along the outer walls, the workplaces remain airy and relatively

spacious, splashed with light from large windows overlooking a scenic view.

Twenty-five separate teams oversee the actual assembly, each functioning out of its own section: hence the "workshop" atmosphere. Those on a team jointly influence the planning of work, organizing it according to their likes, distributing tasks based on fairness and preference, breaking at their own initiative. Each member of each team receives individual reports on the quality of work. This constant feedback – and results-linked salary compensation have had a notably positive effect on production.

The quality exemplified by Kalmar is also firmly in place at Volvo's other five facilities. And that's as it should be. Advanced design, surpassing safety systems, and extensive testing cannot realize their potential unless they're built into the final product.

At our Kalmar facility, the team concept for building automobiles has proved to have a positive effect on product quality and individual pride.



VALUE

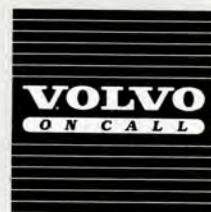
In practical terms, value is most clearly expressed by our cars' dependability. The Complete Car Cost Guide,* a publication developed to help car buyers determine the true cost of automotive ownership, has rated some Volvos as having the best resale value, over a five year period, of any car in their class. In 1988, the series 240 sedans and wagons, and the series 740 sedans, were rated as offering the best overall value among their class competitors. And, last year, the 240 sedans and wagons were again rated as having the best resale value in their class.

Over the years, we've sought to find new ways to increase the value of our cars; and an important element of this quest remains the after-sale services we provide. In truth, there are two areas of concern to us: the value of the car itself, and – equally important – the value of the total ownership experience.



Volvo New Car Warranties*

- One-Year Basic Express Limited Warranty with Unlimited Mileage
- Three-Year Major Assembly Limited Warranty with Unlimited Mileage
- Six-Month Unlimited Mileage Adjustment Warranty
- One-Year Replacement Parts and Accessories Limited Warranty
- Eight-Year Corrosion Protection Limited Warranty
- Five-Year Seat Belt and Supplemental Restraint Systems Limited Warranty



Volvo On Call provides round-the-clock, 365-day-a-year protection, in all states and provinces in the U.S. and Canada. We've established a toll-free emergency road service number; will partially reimburse you for repair-related accommodations; may provide an emergency cash advance; and we'll contribute to a locksmith's services if you lock your keys in the car.



This vehicle service agreement extends certain portions of your warranty to a full five years. **VIP** offers exceptional coverage for a wide range of mechanical troubles involving most of your car's major systems. There's no deductible; VIP provides reimbursement for some of your rental car costs during servicing; and the plan also extends your On Call membership to five years.



Six warehouses throughout North America help ensure that, when your car requires servicing, any necessary parts are available promptly. **Genuine Volvo Parts** are subject to the same testing, rustproofing and safety standards as our cars. Because they meet Volvo's exact specifications, they're designed to fit perfectly. Each part comes with Volvo's one-year unlimited mileage limited warranty.



The **Volvo International Service Technical Association** helps our technicians remain current in their training. Combining one-on-one, hands-on evaluation with specific advanced classroom training, our program remains unsurpassed in the automotive industry. It helps ensure that any work performed on your car will be completed in a capable, efficient, and cost-effective fashion.



The **Monitor Program** is a forum for the all-important dialogue between manufacturers, dealers and customers. Periodically, Volvo owners are invited to tell us how well we have performed. The results of these questionnaires are tabulated; and each dealership is then informed of how it is performing, both regionally and nationally. In this way, both dealer and automaker can locate and resolve any areas needful of improvement.

*Source: IntelliChoice, Inc., San Jose, Ca. Actual resale value may vary based on condition, mileage, model options, method of sale and other factors.

*Consult the Warranty Information Booklet for Specific Details.

240 DL



The personification of Volvo's "core values," the 240 DL sedan was rated by The Complete Car Cost Guide as offering the best overall value – and the best resale value – of any car in its class. Therein, we think, lies the key to its enduring popularity: stability of design and value. The 240 DL (like the 240, its more economical edition) has an average life considerably longer than most comparable cars. It remains user-friendly, easy to maintain, and ceaselessly in vogue. And, to date, it has received more international safety awards than any other car in the world.

The Volvo 240 DL sedan. For those seeking a formally stylish driving machine that defines automotive excellence, it stands as the car of undisputed choice.



240 DL



The 240 DL, and more economical 240, demonstrate that a wagon needn't be a burden to carry one. No-nonsense utility vehicles, they blend the 240 sedan's performance and maneuverability with a generous, flexible cargo compartment. Nor need you worry about your passengers when carrying a full load: the 240's design reflects our traditional concern for safety. You'll find the ergonomic innovations, corrosion protection, and the smooth engine and responsive transmissions that distinguish all Volvos. Since we don't think you should trade comfort for convenience, all of the sedans' amenities appear in the wagons, too.

The Volvo 240 wagons: proof that you can have it all on a budget.



240 Features

The 240's plush interior and elegant styling bestow a subtle sophistication.



The instrument panel's cover is angled to reduce glare, and panel lighting is adjustable; auxiliary controls for the 240's comfort and safety systems are grouped conveniently on the center console.



The 240 and 240 DL sedans feature power-assisted, four-wheel disc brakes; power-assisted, rack and pinion steering; heated, adjustable front bucket seats; a driver's side SRS; an electric rear window defroster with an automatic shut-off timer; a lockable, illuminated glove compartment with vanity mirror; a warning buzzer, to remind you to turn off your headlights and take your keys; and delayed dome light shut-off.

The 240 DL sedan also offers a number of additional amenities as standard equipment: air conditioning;* an AM/FM stereo cassette receiver; and power windows. For those interested in enhancing further the DL's environment, a manually-operated sunroof is optional.

Volvo's rugged five-speed manual transmission offers first and second gear ratios selected specially to bring you additional traction on upgrades, or when you're pulling a load. On the gearshift lever, a lock-out ring helps prevent an accidental shift into reverse. Also available is Volvo's four-speed automatic transmission, engineered to increase fuel economy by

The 240 DL features a number of amenities as standard equipment - including power windows.



lowering engine revolutions at cruising speeds. It features a lock-out function, which prevents the transmission from shifting into overdrive. You'll find this of particular benefit on hills and grades, when traction is critical.

The 240 series sedans feature Volvo's in-line four-cylinder 2.3

▲ A manually-operated sunroof is available as an option on the DL sedan.**

litre, 114 HP engine, with LH-Jetronic fuel injection and Lambda Sond emission control. It's a low-friction power plant with a highly efficient lubrication system, lightweight pistons and a precision-balanced crankshaft.

*Optional in Canada.

**U.S. market only

STANDARD FEATURES

Front spoiler
 Five mile/hour bumpers
 Halogen headlights
 Tinted windows
 Dual anti-glare mirrors
 Steel belted radial tires
 Power assisted brakes and steering
 (Four wheel disc brakes)
 Central power door locks, includes
 trunk and tailgate
 Rear window defroster with timer
 Rear fog lights (usage subject
 to state and local laws)
 Driver's side supplemental restraint
 system (SRS) (US market only,
 optional Canada)
 Four three-point inertia reel seat belts/
 rear center passenger lap belt
 Top tether anchorage point
 Adjustable front bucket seats with
 adjustable lumbar support
 Heated front seats
 Front and rear head restraints
 Carpeted trunk
 and spare wheel cover
 Pass-through to trunk on sedans
 Illuminated, lockable glove box with
 vanity mirror
 Door panel storage pockets
 Luggage/cargo compartment lights
 Engine compartment light
 Delay for interior light

WAGONS INCLUDE:

Rear window wiper/washer with
 intermittent cycle
 Cargo tie-down rings
 Lockable storage compartment
 Removable rear seat cushion

240 DL INCLUDES:

Air conditioning*
 AM/FM stereo cassette with
 four speakers*
 Power windows*
 Optional sunroof sedan
 (not available in Canada)

*Optional in Canada

ENGINES

2.3 liter OHC, 4 Cylinder
 Electronic ignition system
 Electronic fuel injection
 Horespower
 (SAE-net) 114 @ 5400 RPM
 Torque ft./lbs.
 (SAE-net) 136 @ 2750 RPM

DIMENSIONS
AND
WEIGHTS

Wheelbase	104.3 in.	265.0 cm.
Overall Length		
Sedan	189.9 in.	482.4 cm.
Wagon	190.7 in.	484.4 cm.
Overall Height		
Sedan	56.3 in.	143.0 cm.
Wagon	57.5 in.	146.0 cm.
Overall Width	67.3 in.	171.0 cm.
Front Track	56.3 in.	143.0 cm.
Rear Track	53.5 in.	136.0 cm.
Trunk	13.9 cu.ft.	0.4 m ³
Wagon Cargo		
Seat Up	41.1 cu.ft.	1.2 m ³
Seat Down	76.0 cu. ft.	2.2 m ³
Towing Capacity	3300 lbs.	1500kg.
Curb Weights		
Sedan	2919-2954 lbs.	1303-1314 kg.
Wagon	3051-3084 lbs.	1367-1382 kg.

TRANSMISSION: Fully synchronized five-speed manual
 Four speed automatic with overdrive fourth gear
 (Optional)

SUSPENSION: FRONT
 MacPherson strut with coil springs
 Power assisted rack and pinion steering
 Stabilizer bar
 REAR
 Live rear axle design
 Coil springs
 Stabilizer bar

BRAKES: Power-assisted four wheel disc
 Triangular split brake circuit

TIRES: 185/70R-14 - Sedan
 185/R-14 - Wagon

740 GL/GLE^{16-valve}



740 GL

All Volvo's 740 series sedans are distinguished by the sophisticated performance, elegant styling and internal luxury characteristic of the very finest European motor cars.

This year, the 740 GL – like all others in the 740 series – sports a new, more aerodynamic front, featuring flush lens headlamps, a low profile hood and fenders, and an integrated front air dam. And the 740 GL (as does the more economical 740 model) remains as strong and dependable as the basic 240 sedan.

Power wedded to technology: that's the hallmark of the 740 GLE 16-valve. Surpassingly smooth and efficient, the advanced 2.3 litre, 16-valve engine is also economical, tapping its reserves only when called upon for passing and high-speed merging. Lest you think the story is entirely technical, however, consider the interior voluptuousness, the crisply distinctive 15-inch aero-styled alloy wheels – and, this year, the 740 series' newly redesigned front end and rear bumper and tail lamps.

740 GLE 16-valve





740 TURBO



From the plush velour-and-leather upholstery to the signature matte black trim, the 740 Turbo sedan has consistently proven a dazzling package.

But...this year...with new 6 1/2 x 16-inch alloy wheels adorning high-performance 205/55-16 V-rated tires... and the improved performance provided by Volvo's new Generation III intercooled turbocharger... it is, quite literally, something else again.

The modified 740 Turbo shown on the right enables you to experience what is perhaps the ultimate performance Volvo. We've augmented the essential 740 Turbo with an accessory ground-effects aerokit, featuring a new front spoiler, side skirts and a rear skirt valance panel, for an even more aggressive look. The result, from any perspective, is a sharp and daunting machine.



740 WAGONS^{GL/GLE/TURBO}



740 Turbo Wagon



740 GLE 16-valve Wagon



The 740 GL, GLE and Turbo wagons are practical, multifunctional vehicles that offer all the pleasures of a luxury European sedan.

The 740 and 740 GL meet Volvo's requirements for the maximization of function; while the elegance of its line endows it, not just with respectability, but style. The 740 GLE 16-valve is much like the engine that drives it: a triumph of automotive technology that remains no less devoted to utility. The 740 Turbo stands as one of very few wagons to also be legitimately acknowledged as a high-performance automobile.

In all, the split rear seat serves both cargo and passengers; rear seat releases have been positioned on the outside; six cargo tie-down rings make it easier to secure loads; and we've included a lockable, concealed compartment, for valuables.

The 740 fleet: by any measure, wagons of unlimited capacity.

740 GL Wagon



740 Features



▲ Part of the comfort quotient involves, not just the seats themselves, but the upholstery with which they're covered. You'll find a wide array of choice fabrics, including cloth, velour, fine leather – and, in the Turbos, the distinctive plush velour-and-leather combination.

The 740 interior is designed to help you drive efficiently and in comfort. Critical controls – the turn-signal lever, high-beam switch and windshield wiper/washer – are located on the steering column, to help provide an extra measure of safety and convenience. And, on the 740 Turbo, there's a cruise control switch as well.

Volvo's seats have become justifiably famous. Their correct orthopedic construction helps ensure that even the longest journey will pass without discomfort. Both heated front seats are also individually adjustable through a

remarkable range of positions: fore-aft, height, seat cushion and backrest angles – there's even a manual lumbar support adjustment.

Volvo's MacPherson strut front wheel suspension system optimizes both ride comfort and handling precision without isolating you from the road. Each function of our unique rear Constant Track Suspension is handled by a separate component, better enabling it to neutralize lateral sway and vertical travel. All 740s benefit from the system's superb stability and roadholding.



◀ All 740 sedans offer 17.2 cubic feet (.487m³) of trunk space, designed to maximize usable storage space - and for easy access.

The floor has been set low, at 23 inches, for the convenient loading of cargo.



All 740 sedans and wagons employ a dual-circuit four-wheel power-assisted disc brake system. Anti-lock brakes, moreover, are standard on the Turbos and GLE 16-valve (and available as an option on all other 740 models).

You'll find the standard equipment package on all the 740s to be both generous and comprehensive. Included are power-assisted braking and steering systems; a two-way venting sunroof (except on the basic 740); air conditioning;* power windows; central locking; a stereo cassette audio system with front and rear speakers; heated, adjustable front bucket seats; four padded head restraints; nine storage containers; a rear window defogger; front and rear armrests; a visor/vanity mirror; a tool kit; and much, much more.

On the Turbos, you'll also discover the distinctive matte trim; 16-inch alloy wheels; V-speed rated tires; larger front and rear sway bars; an egg crate grille; unique velour-and-leather upholstery; and the addition of a turbo boost gauge and voltmeter.

Each of the 740s boasts an in-dash cassette receiver, coupled with a high-capacity amplifier that delivers 20 watts to each of four channels. The receiver incorporates a clock function, 24 station presets, separate bass and treble controls, and scan turning. A power antenna and four 5 1/4-inch coaxial speakers complete the package.

A multi-function air conditioning system is standard on all 740 models.* Thirteen outlets help ensure that the temperature is kept at an even level throughout the car without drafts or excessive noise. Separate defroster outlets are provided for both the windshield, and the top edges of both front doors.

As for the 740 heating system, it has proven its mettle in the hard winters of northern Scandinavia - an environment in which temperatures of below -4 degrees F (-20 degrees C) are not uncommon.

The trunk has been designed to maximize usable storage space, and for easy access. All 740 sedans offer 17.2 cubic feet (.487m³) of luggage capacity. The trunk is deep, with a flat floor, permitting vertical stowage of luggage. There's also a passage leading from the trunk through the rear armrest to the back seat, for such unwieldy items as ski equipment.

The 740 and 740 GL feature a 2.3 litre, 114 HP in-line four-cylinder engine, incorporating an electronic ignition system with spark advance, knock sensor, aluminum cylinder heads, cross-flow combustion chambers, electronic fuel

injection, and Lambda Sond emission control.

The 740 GLE is powered by a 2.3 litre 153 HP 16-valve four-cylinder engine. Volvo's multi-valve technology helps maximize the potential of the basic four-cylinder via more efficient air transfer. Sophisticated combustion chamber design and electronic fuel injection and ignition systems help produce power rivaling that of a turbocharged or larger engine. Excellent midrange torque facilitates passing and traffic merging without sacrificing efficiency or smoothness. The overall result: a smooth, progressive power gain.

In the Turbos, you'll find the in-line 2.3 litre 162 HP four-cylinder engine featuring Volvo's exhaust-driven intercooled turbo compressor. This year, Volvo introduces our Generation III turbocharger. This smaller, lighter unit, which is activated by the most moderate exhaust flow, reduces so-called "turbo lag" by a remarkable 30-40 percent, for quicker engine response.



◀ Engine and drivetrain components are tested individually to ensure their reliability, and then tested together in their working environment.

*Optional in Canada

760GLE/TURBO



760 Turbo



760 GLE

The 760 represents the penultimate achievement of our design, engineering and manufacturing endeavors. The peerless driving experience flows from the front and rear suspension systems and painstakingly crafted steering and transmission components. A sublime blend of luxury, comfort and ergonomic engineering produced the incomparable interior. The design derives its silky sophistication from advanced aerodynamic technology. The minute attention to detail bespeaks a manufacturing process that is truly one-of-a-kind.

The GLE's 2.8 litre 145 HP V6 engine, moreover, delivers a smooth flow of torque over a wide range of speeds. And the Turbo incorporates the 2.3 litre, 162 HP four-cylinder engine featuring Volvo's new Generation III intercooled turbocharger. So consider the 760s – if what you value most in life is the best.



760 TURBO



There's something about the term "station wagon" that seems inappropriate to the 760 Turbo. Yes, it is as practical and functional as our other wagons. Like the others, it fits a flexible, thoughtfully-designed, multi-use compartment into a space as long and wide as its companion sedan.

But it also shares the same sublime blend of elements that make the 760 sedan the most splendid product we've made in the company's long history. And pairing extraordinary flexibility with incomparable carbuilding creates a vehicle that, we modestly propose, is unique.

It must be admitted: the 760 Turbo is the very finest wagon to be found in the Volvo line. Given the competition, that's quite an achievement.



Commonly, a luxury car is judged by the generosity of its creature comforts, rather than by styling and performance. At Volvo, of course, we subscribe to a more comprehensive vision of excellence. Nonetheless, the 760 will prove a delightful surprise to those seeking an automotive environment that is luxury personified.

760 Features

Notable for its clean and uncomplicated design, the elegant dashboard remains both pleasing and soothing to the eye. Both the instrument panel and console have been "dished," to improve visibility and make important controls more accessible. Extensive soundproofing has been incorporated into the dash, to help minimize vibration and noise. Every detail of the design has received reexamination by Volvo's ergonomic consultants – and, not infrequently, better solutions have been integrated into the larger picture. You'll appreciate these touches, among them the glove box latch, located within easy reach at the extreme left hand. Add the adjustable tilt steering column – and, not least, our much-praised, power-adjustable, orthopedically designed front bucket seats. The result? An incomparably "user-friendly," richly elegant passenger compartment – an environment that remains of surpassing comfort under all driving conditions.



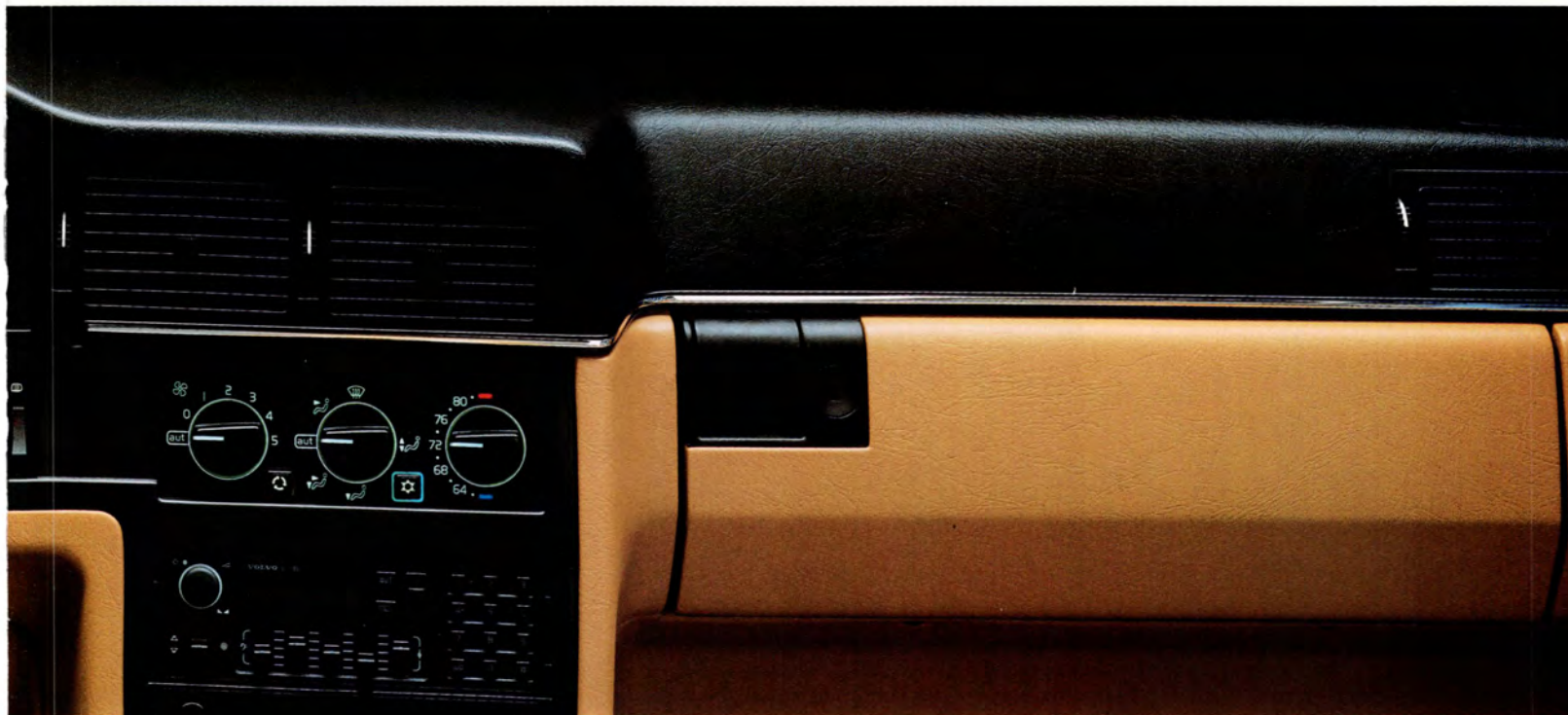
▲ **Volvos are designed for people: ease of entry and exit; good total visibility; ample trunk/cargo space; and excellent ventilation.**

The 760s are also characterized by a generous complement of standard equipment: power-assisted steering and brakes (the latter combined with ABS); cruise control; power windows and a power-operated sunroof; a Supplemental Restraint System; dual anti-glare power exterior mirrors (complete with heating

elements to help keep them ice and fog-free); central locking – everything one might conceivably expect to find in automobiles of this quality and caliber.

You'll be equally impressed (and pleased) by the 760's state-of-the-art SR7145 audio system. The system has been carefully designed to turn the cabin of the 760 into a listening room of the very highest order. The tuner/equalizer and full-logic circuitry cassette deck are driven by separate high-power amplifiers. A five-band graphic equalizer sensitively modulates sound distributed through six well-placed speakers. The tuner can be called upon to seek and store the ten AM or FM stations with the strongest signals in its "autostore" memory.

There's more to the cockpit-like design of the 760 dashboard than its handsome, smooth-flowing lines – including sleek driver controls and stalks, a repositioned glovebox release, an adjustable tilt steering wheel, and heavier soundproofing.



The design of the seats, both front and rear, is based on extensive research and cooperation with orthopedic specialists.



760

Our much-praised, plush, power-operated, orthopedically-designed front bucket seats can be adjusted in eight different ways.



▲ The 760 offers a three-position adjustable tilt steering wheel.

four different sensors, designed to monitor it continually: one to measure the intensity of sunshine; an interior temperature sensor mounted in the dome light fixture; a third that's been placed at the heat exchanger; and a fourth that monitors the outside air temperature. Highly sophisticated, the ECC is also a model workhorse: at the highest fan speed, it is capable



▲ A power sunroof is but one element in the 760's overflowing complement of standard equipment.

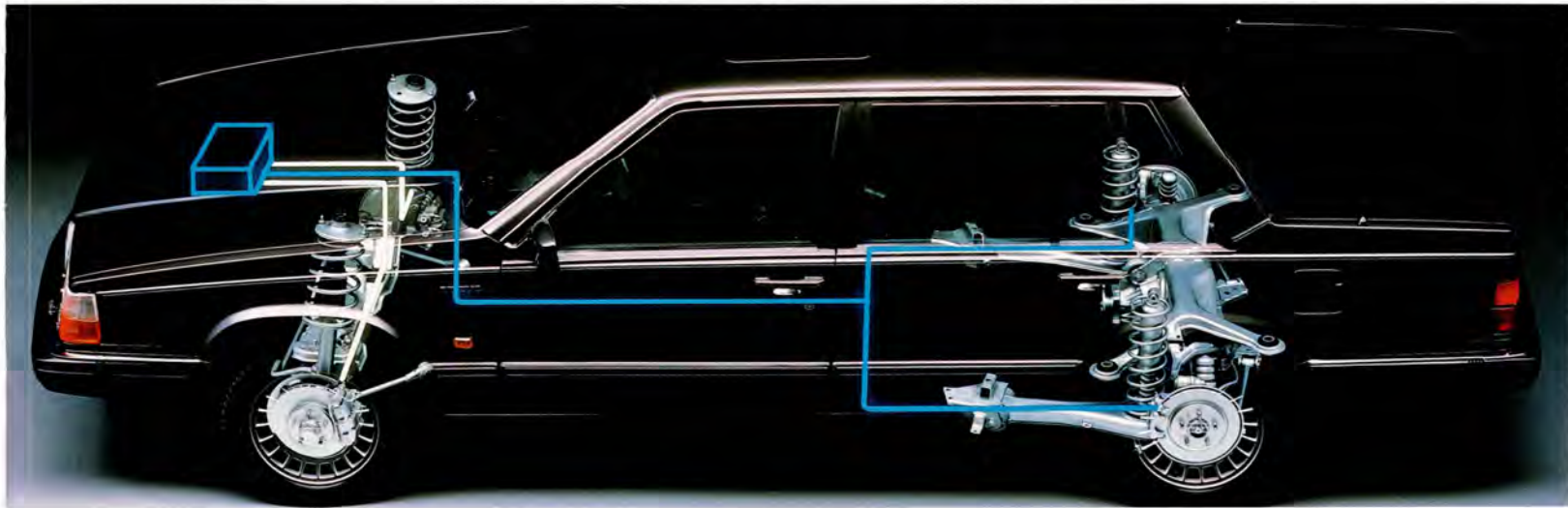
The audio system also features an automatic speed-regulated volume control, which raises or lowers volume by approximately two decibels for each 10 MPH (15km/h) change in vehicle speed above 40 MPH (65km/h). "Full logic" circuitry allows use of the same buttons to fast forward or rewind tapes; and a "skip" function permits you to automatically pass over a music selection if you choose.

The system comes complete with anti-theft coding: if the radio unit is removed from the vehicle, it cannot be operated unless a six-digit security code is first reentered. (A flashing LED on the unit's faceplate – and a special window sticker – alert potential burglars to this feature.)

Perhaps the most immediately satisfactory benefit of the 760's extensive computerization is the microprocessor-controlled electronic climate control system – ECC. The system's heart is comprised of

of distributing 140 litres of air every minute. It's an atmospheric conditioner that's perpetually vigilant – efficient, silent, prepared to respond at the flick of a switch. (If you prefer, of course, the system can be fully controlled manually.)

With a MacPherson strut front suspension, a multilink rear suspension and an anti-lock braking system, the 1990 760 remains one of the most stable, responsive, superbly handling luxury vehicles on the road.



◀ The low, unsprung weight of the multilink rear suspension system helps provide an incomparably smooth, comfortable ride.

Quite apart from its luxury features, the 760 remains one of the most stable, responsive, superbly handling sedans to be found on the road. The low unsprung weight of the multilink rear suspension system, combined with Nivomat automatic load leveling, help provide an incomparably smooth and comfortable ride.

The 760 also features Volvo's anti-lock braking system (ABS), paired with dual front/rear split brake circuits. By helping maintain maximum braking effect automatically, ABS is designed to help prevent wheel lockup on slippery surfaces or during sudden, severe braking.

The 760 GLE's 2.8 litre 145 HP V6 engine delivers a smooth flow of torque over a wide range of speeds – from initial acceleration through high-speed passing situations. The engine block and cylinder head are cast in a light aluminum alloy that saves weight and helps create a good power/weight ratio. The use of aluminum facilitates efficient engine cooling, and helps reduce engine wear dramatically.

The 760 Turbo incorporates the in-line, 2.3 litre, 162 HP four-cylinder engine featuring Volvo's exhaust-driven turbo compressor. The new Generation III turbocharger – Volvo's smallest, lightest unit to date – reduces so-called "turbo lag" by 30-40 percent, for quicker engine response. Moreover, the turbo boost is present at lower engine speeds, providing improved torque and response.

The principal component of Volvo's Supplemental Restraint System is an inflatable restraint – better known as an air bag. The system has been carefully designed, engineered and exhaustively tested to deploy only when needed. What's more, the complete cycle, from inflation to deflation, takes place in approximately two-tenths of a second – literally, the blink of an eye.

In frontal or certain front angular collisions of sufficient impact*, the sensor sets off the ignitor in the gas generator, thus inflating the bag. Because damage to a car's battery in a crash is possible, a standby power unit helps to ensure that the system will remain operable. The bag also features a special relief opening – through

which the gas is released as pressure is applied. Thus the forward motion of the driver is lessened.

A contemporary aesthetic, sumptuous appointments, quality-oriented manufacturing, and a dedication to the Volvo traditions – all coalesce in the 760 GLE and 760 Turbo sedans: our most complete automotive achievements.

*The Volvo SRS is designed to deploy only during front and front angular collisions at speeds equal to or greater than the force created by a vehicle crashing at approximately 12 MPH (19.3 km/h) into a fixed barrier.

780 Coupe

Entering the 780 Coupe is an immersion in the traditions of Italian design – enhanced by the efforts of Swedish engineering. The glove-soft leather and birch burl wood reveal the refinement emblematic of Turin's Carrozzeria Bertone. The thoughtfully selected appointments, ergonomic cabin and unobtrusive luxury express Volvo's sensitivity to human considerations.

The 188 HP intercooled turbocharged engine in the 780 Turbo is Volvo's most powerful. The crisply stylish 7 x 15-inch alloy wheels lend an external raciness which reflects the potency within.

*The Volvo 780. Whether V6 or Turbo, a limited edition classic.
From Volvo and Bertone.*





780 Features



◀ Both front seats offer a "memory" glide feature that allows easier access to the rear seat.



▲ Each car features hand-sewn, stylishly matched leather.



▲ The dashboard of the 780, with its meticulously crafted birch burl accents and ergonomic user-friendliness, eloquently describes the combined concerns of its two parents.

The 780's unstinting emphasis on Old World quality is evident immediately upon entering the passenger compartment. Perhaps most striking are the signature birch burl accents in the dash and door panels, which have been painstakingly treated, layered and matched. Equally appealing is the exquisite leather, carefully matched in stylish tones.

Power adjustable through a wide spectrum of positions, the front bucket seats feature heating elements in both backrest and seat cushion. Instrumentation and driver controls remain well-positioned and clearly visible.

Of course, the 780 boasts a complement of standard equipment: front seats that have been modified for easy access to the rear by automatically gliding forward when the backrest is folded, then resuming their original position when it's replaced; an automatic climate control system that's capable of changing the car's environment completely 6.5 times per minute; an AM/FM stereo cassette receiver; a Supplemental Restraint System; and such indispensable elements as cruise control, a rear window demister with automatic shutoff timer, a power moonroof with a tilt and slide function, and a rear seat passageway to the trunk, for stowage.

▶ The interior reflects Volvo's commitment to a surpassingly satisfying measure of comfort. You'll find a full complement of standard equipment and features – including a power moonroof.

The power-assisted, rack and pinion steering remains consistent and precise. The MacPherson strut front wheel suspension features a transverse steel wishbone, designed to enable the front wheels to maintain the correct relationship to the road. The multilink rear suspension system has been constructed so as to simultaneously provide ride comfort and solid roadholding.

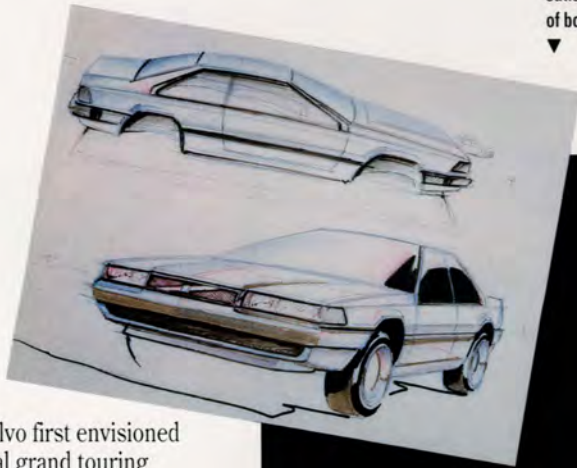
The 780s feature four-wheel disc brakes with ventilated front discs and sliding calipers. The anti-lock braking system (ABS) automatically modulates hydraulic pressure to each of

the front and rear disc brakes, to help maintain braking forces near the maximum – no matter how hard or severely the pedal is pressed.

The 2.8 litre 145 HP V6 engine featured in the 780 Coupe provides a smooth and powerful flow of torque over a wide range of speeds. The 780 Turbo coupe is powered by the specially modified 2.3 litre 188 HP turbo engine, featuring Volvo's new Generation III turbo unit.



The 780's design underwent innumerable changes and modifications before it satisfied the requirements – and aesthetics – of both Volvo and Bertone.



Carrozzeria Bertone

When Volvo first envisioned a personal grand touring automobile, we began by reviewing the essentials from both the design and manufacturing standpoints. We anticipated an elegant and luxurious automobile in the classic mode. Rather than being overstated, it had to be comfortable in a personal way, as though built specifically for the individual behind the wheel. We also knew that, for all this, it needn't call attention to itself – because its status as a world-class automobile would be evident at the very first glance.

We understood, of course, that a car of this caliber could only be built in limited quantities. Though technology plays a part, the design and production of a classic automobile demands the skill and, above all, the care that are the hallmarks of traditional craftsmanship – and of all Volvo cars. Thus, it was only natural that, when it came time to marry Volvo's engineering talents to those of an automotive design firm, we sought the one – and only one – that is our equal in this regard: Carrozzeria Bertone.



Bertone. For over sixty years, it has produced automotive legends. It is the creator of, among other masterpieces, the 1954 Alfa Romeo Giulietta Sprint, the Ferrari Dino 308GT4, and the Lamborghini Countach. Under the stewardship of Nuccio Bertone, son of the founder, it remains a specialized shop dedicated to Old World ways.

The 780 is truly an equal partnership between Volvo and Bertone. Volvo undertook the product specifications and quality demands, as well as

providing the driveline and chassis components. To Bertone fell the tasks of design development, engineering, the creation of prototypes and the provision of materials, tooling, and the setting up of production lines.

The resulting car, says Nuccio Bertone, "represents the ideal marriage between frontrunner technologies and the craft of automobile construction."

STANDARD FEATURES

Five mile/hour bumpers
 Halogen headlights
 Tinted windows
 Dual anti-glare mirrors
 Power-assisted brakes and steering
 (four wheel disc brakes)
 Air conditioning (U.S. Accessory on
 base model in Canada)
 Central power door lock
 (includes trunk and tailgate)
 Power windows
 Rear window defroster with timer
 Driver's side supplemental restraint
 system (SRS) (U.S. market only,
 optional Canada)
 Four three-point inertia reel seat
 belts/rear center passenger lap belt
 Adjustable front bucket seats with
 adjustable lumbar support
 Heated front seats
 Padded front and rear head restraints
 AM/FM ETR stereo cassette with
 amplifier, front and rear speakers,
 power antenna
 Rear foglights
 (usage subject to state and local laws)
 Luggage/cargo compartment lights
 Red warning lamps on doors
 Door panel and seat storage pockets
 Pass through to trunk on sedans
 Front and rear floor mats
 Tool kit

WAGONS INCLUDE:

Split rear seat
 Removable rear seat cushions
 Rear window wiper/washer with
 intermittent cycle
 Cargo tie-down rings
 Lockable storage compartment

740 GL INCLUDES:

Sunroof with tilt and slide function
 Interior dome light delay
 Map lights
 Illuminated vanity mirror
 Engine compartment light

740 GLE 16-VALVE INCLUDES:

Power operated sunroof
 Power operated mirrors
 6"x15" aero styled alloy wheels
 Anti-lock brake system (ABS)
 Cruise control
 16-valve 2.3 liter engine

740 TURBO INCLUDES:
 Power operated sunroof
 Power operated mirrors
 6 1/2" x 16" five spoke alloy wheels
 55 Series V-rated radial tires
 Anti-lock brake system (ABS)
 Turbo charged and inter-cooled
 2.3 liter engine
 Black-out trim
 Turbo boost gauge
 Voltmeter

ENGINES

740/740 GL
 2.3 liter OHC, 4 cylinder
 Electronic ignition system
 Electronic fuel injection
 Horsepower
 (SAE-net) 114 @ 5400 RPM
 Torque ft./lbs.,
 (SAE-net) 136 @ 2750 RPM

740 GLE 16-VALVE
 2.3 liter DOHC, 4 cylinder
 Sixteen valves
 Twin balance shafts
 Electronic ignition system
 Electronic fuel injection
 Horsepower
 (SAE-net) 153 @ 5700 RPM
 Torque ft./lbs.,
 (SAE-net) 150 @ 4450 RPM

740 TURBO
 2.3 liter OHC, 4 cylinder
 Exhaust-driven, water cooled Turbo
 compressor
 Intercooler
 Electronic ignition system
 Electronic fuel injection
 Horsepower
 (SAE-net) 162 @ 4800 RPM
 Torque ft./lbs.,
 (SAE-net) 195 @ 3450 RPM

DIMENSIONS
AND
WEIGHTS

Wheelbase	109.1 in.	277.0 cm.
Overall Length	188.4 in.	478.5 cm.
Overall Height		
Sedan	55.5 in.	141.0 cm.
Wagon	56.5 in.	143.5 cm.
Overall Width	68.9 in.	175.0 cm.
Track	57.5 in.	146.0 cm.
Trunk	17.2 cu. ft.	.487 m ³
Wagon Cargo		
Seat up	39.3 cu. ft.	1.1 m ³
Seat down	74.9 cu. ft.	2.1 m ³
Towing Capacity	3300 lbs.	1500 kg.
Curb Weights		
Sedan	2954-3073 lbs.	1355-1395 kg.
Wagon	3082-3194 lbs.	1399-1453 kg.

TRANSMISSION: Fully synchronized five-speed manual
 (740 and 740GL)
 Fully synchronized five-speed manual with electrically
 operated fifth gear (GLE and Turbo)
 Four-speed automatic with overdrive fourth gear
 (optional)

SUSPENSION: FRONT
 MacPherson strut with coil springs
 Power-assisted rack and pinion steering
 Stabilizer bar 19mm Sedan/21mm Wagons
 and Turbos

REAR
 Constant track rigid live rear axle with subframe
 Coil springs
 Gas-filled shock absorbers
 Stabilizer bar 16mm Sedan/19mm Turbo Sedan

BRAKES: Power-assisted four wheel disc
 Anti-lock brake system with split circuits
 (Standard 740 GLE and Turbo, optional on 740, 740 GL)

TIRES: 185/65R-15T- 740, 740 GL, 740 GLE
 205/55R-16V-Turbo

STANDARD FEATURES

Driver's side supplemental restraint system (SRS) (Optional in Canada)
 Four three-point inertia reel seat belts/rear center lap belt
 Power-assisted steering
 Anti-lock brake system (ABS) (four wheel disc)
 Cruise control
 Electronic climate control
 AM/FM ETR stereo cassette with the equalizer, amplifier, six speakers power antenna, anti-theft circuitry
 Power windows and door locks, tinted glass
 Dual power mirrors with heating elements
 Power sunroof with tilt and slide function
 Power adjusted front bucket seats with heating elements and lumbar adjustment
 Padded front and rear head restraints
 Tilt steering column
 Electric rear window defroster
 Front and rear floor mats
 Halogen headlights
 Front and rear fog lights (usage subject to state and local laws)
 Illuminated vanity mirror
 Engine & luggage compartment lights
 Interior light delay

ENGINES

760 GLE
 2.8 liter, V-6 aluminum alloy OHC*
 Electronic ignition system
 Electronic fuel injection
 Horsepower (SAE-net) 145 @ 5100 RPM
 Torque ft./lbs. (SAE-net) 136 @ 2750 RPM

760 TURBO
 2.3 liter, OHC, 4 cylinder
 Exhaust-driven, water cooled Turbo intercooler compressor
 Electronic ignition system
 Electronic fuel injection
 Horsepower (SAE-net) 162 @ 4800 RPM
 Torque ft./lbs. (SAE-net) 195 @ 3450 RPM

*Developed and manufactured by Societe Franco-Suedois De Moteurs-PRV, a company owned by Volvo jointly with Peugeot and Renault.

WAGON INCLUDES:

Split rear seat
 Removable rear seat cushions
 Rear window wiper/washer with intermittent cycle
 Cargo tie down rings
 Lockable storage compartment

DIMENSIONS AND WEIGHTS

Wheel base	109.1 in.	277.0 cm.
Length	188.4 in.	478.5 cm.
Overall Height		
Sedan	55.5 in.	141.0 cm.
Wagon	56.5 in.	143.5 cm.
Width	68.9 in.	175.0 cm.
Track		
Front	57.5 in.	146.0 cm.
Rear Sed.	59.8 in.	152.0 cm.
Rear Wag.	57.5 in.	146.0 cm.
Trunk	17.2 cu. ft.	.487 m ³
Wagon Cargo		
Seat up	39.3 cu. ft.	1.1 m ³
Seat down	74.9 cu. ft.	2.1 m ³
Towing Capacity	3300 lbs.	1500 kg.
Curb Weights	3272-3305 lbs.	1482-1495 kg.

TRANSMISSION:

Four-speed automatic with overdrive fourth gear

SUSPENSION: FRONT

MacPherson strut with coil springs
 Power assisted rack and pinion steering
 Stabilizer bar
 REAR (Sedan) – Multilink independent
 Coil springs
 Automatic leveling
 REAR (Wagon) – Constant track rigid rear axle with subframe
 Coil springs
 Automatic self-leveling

BRAKES:

Power-assisted four wheel disc brakes, anti-lock brake system (ABS)

TIRES:

185/65R-15T – GLE with alloy wheels
 195/60R-15H – Turbo with alloy wheels

STANDARD FEATURES

Driver's side supplemental restraint system (SRS)
 Four three-point inertia reel seat belts with pre-tensioner on front belts
 Power assisted steering
 Anti-lock brake system (ABS) (four wheel disc)
 Cruise control
 Electronic climate control
 AM/FM ETR stereo cassette with equalizer, 200 watt amplification, power antenna, four speakers
 Power windows and door locks
 Tinted glass
 Power mirrors with heating elements
 Power glass sunroof with sunshade
 Power adjusted front bucket seats with glide feature, adjustable lumbar support
 Heated front seats
 Front and rear head restraints
 Illuminated vanity mirror
 Birch burl wood accents
 Front and rear fog lights (usage subject to state and local laws)
 Remote trunk and fuel door release
 Front and rear map lights
 Interior light delay
 Tool kit
 Alloy wheels—6"x15" coupe, 7"x15" Turbo Coupe

ENGINES

780 V-6 COUPE
 2.8 liter V-6 aluminum alloy OHC*
 Electronic ignition system
 Electronic fuel injection
 Horsepower (SAE-net) 145 @ 5100 RPM
 Torque ft./lbs. (SAE-net) 136 @ 2750 RPM

780 TURBO COUPE
 2.3 liter OHC, 4 cylinder
 Exhaust-driven, water cooled Turbo intercooler compressor
 Electronic ignition system
 Electronic fuel injection
 Horsepower (SAE-net) 188 @ 4800 RPM
 Torque ft./lbs. (SAE-net) 206 @ 3900 RPM

DIMENSIONS AND WEIGHTS

Wheelbase	109.1 in.	277.0 cm.
Overall Length	188.7 in.	479.4 cm.
Overall Width	68.9 in.	175.0 cm.
Overall Height	55.1 in.	140.0 cm.
Track		
Front	57.9 in.	147.0 cm.
Rear	59.8 in.	152.0 cm.
Trunk	14.7 cu.ft.	.416 m ³
Towing Capacity	2000 lbs.	907 kg.
Curb Weights	3415-3439 lbs.	1549-1560 kg.

TRANSMISSION:

Four-speed automatic with overdrive fourth gear

SUSPENSION: FRONT

MacPherson strut with coil springs
 Power-assisted rack and pinion steering
 Stabilizer bar
 REAR
 Multilink independent
 Coil springs
 Automatic self-leveling

BRAKES:

Power-assisted four wheel disc brakes, anti-lock brake system (ABS)

TIRES:

195/65R-15H

Some of the information in this catalog may be incorrect due to product changes which may have occurred after this book was printed. Some of the equipment described or shown may now be available only at extra cost. Before ordering, please ask your Volvo dealer to bring you up-to-date.

The manufacturer reserves the right to make changes at any time, without notice, to prices, color, materials, equipment, specifications, and models.

